

# Are You Motivated To Lead Progress?

## | Internalized reasons create movement

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I read a funny cartoon in Fast Company magazine a good while back. It was about two fishes swimming next to each other. One of the fishes had a hook dangling from its mouth. That fish said, “Oh, it was a scary couple of minutes, but now I am making a fortune as a motivational speaker.”

Several times over the years, I have been referred to as a motivational speaker and at first, I really didn’t care for it. I had this image of a motivational speaker as being a kind of smarmy, slightly plastic and over-the-top “people person,” who sprinted through crowds giving everybody high fives, before ascending to the podium to share his rags-to-riches-to-rags-to-riches story. He or she might then encourage seminar goers to turn to their neighbor and repeat a soulful mantra like, “I am. I will. I can,” followed by a cleansing breath, a mindful hokey pokey, the sharing of a deep secret and a good cathartic cry.

But as I sought the fundamental meaning of being motivational, I came to realize that each of us has the need and the opportunity to be motivational every day of our lives.

- Committed leaders are motivational
- Committed team members are motivational
- Committed professionals are motivational
- Committed customer-service representatives are motivational
- Committed sales professionals are motivational

I sure as heck better be motivational. As a leader, you had better be, too. Why else would others listen to us or be led by us? We each may be motivational, but the decision to be motivated is a personal choice. I can’t motivate you and you can’t motivate me. I may be motivational. You may be motivational. But truly, no one IS a motivator. The only person who can actually motivate you is you.

*“Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly.” – **Stephen R. Covey***

The word motivation can be broken down into two root words: **Motive and Action.**

Motive is an inner drive that prompts a person to act in a certain way. Motive is the goal or object of one’s action. Other words for motive include reasons, purpose, intention.

Action is simply the doing of something. *Examples of actions include: Do, smile, listen, read, act, try, sign up, show up, eat, move.*

Motivation, therefore, is the inner drive to act, to do, to try. Simply put: Internalized Reasons Create Movement.

As William Shakespeare wrote in **The Life and Death of King John**, “Strong reasons make strong actions.” Often we fixate on a goal without giving enough focus and attention to the reasons behind the goal.



**It is not a goal that motivates us, but our internalized reasons behind the goal that propel us to action.**

Many of us do not need to come to terms with the world around us. Instead, we need to come to terms with our own unrealistic expectations and poorly defined goals. As we connect with the fact that our internal reasons inspire our external actions, we begin to notice that our true enemies come from within. Among these resident vixens:

- Self-doubt
- Stress & Anxiety
- Impatience & Procrastination
- Lack of focus
- Poor self-management (time management)
- Misguided pursuit of perfection
- Fear of success

As leaders, the most important things we can help our team members carry with them are their strong reasons why. Well-established reasons help us feel the internal pressure needed to focus. We must dig to the roots and remind ourselves of the benefits behind the actions that will move us forward. We need to do this for those we intend to lead and inspire to positive

action as well. Leaders can do more than just help team members know their why, we can help them grow their why.

Being able to help team members, coworkers, and employees – as well as clients and prospects – uncover and strengthen how they will be able to move forward by partnering or following us, is a major key to Progress Leadership. There is always some movement, but it is not always forward. Strengthen your commitment by continually reminding your team of the personal benefits that reaching your organization’s goals will have in their lives.

Be Progress.



**Dean Lindsay** is the author of *Progress Leadership: Say No To Change Management*. He is an award-winning business book author, skilled business culture consultant, and a powerful keynote speaker.



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